



City of Goodyear
Development Services Department
14455 W. Van Buren St., Suite D101
Goodyear, AZ 85338

Adelante Healthcare - PA19-010
Project Narrative

This project is an amendment to the Palm Valley Medical Campus Comprehensive Sign package. The amendment is for signage a new 1.02 Acre single story medical office building for Adelante Healthcare located at 13471 W. Cornerstone Blvd. in Goodyear, Arizona.

The current CSP allows 1 square foot of building mounted signage per each linear foot of frontage for front elevation; ½ foot per each linear foot of frontage for all other elevations; and maximum overall height for double line layout is not to exceed 2'-6" with a total aggregate wall sign area per medical office building not to exceed 200 square feet.

Our proposed amendment asks to increase the allowed square footage for all elevations to allow for a building mounted sign of two lines of copy with an overall height of 5.6' and 185.6 square feet on two elevations, the west facing elevation and the south facing elevation. The total combined sign area for this building would be 371.2 square feet.

We feel that the increase in allowed sign area and maximum overall sign height is warranted due to a thinner stroke of the lettering in the brand logo and the distance of the signage from vehicular traffic. Due to the thinness of the lettering, a larger letter size is needed to gain the visibility the client desires from the highway and on-coming traffic from N. Palm Valley Blvd. The design of the sign is complimentary to the architecture of the building, and the large size is not disproportionate to its curvaceous design. Another factor for the larger building mounted signs is the lack of freestanding directional signage for this building. The client does not wish to have any at this time nor in the future, so building mounted signage must be large enough to be read from a distance for identification purposes.

Due to the fact that there is no residentially zoned property in the immediate vicinity of this building, nor are there any other buildings in particularly close proximity, we do not feel that our request for increase signage height and size is incompatible with the surrounding area.